

## Message Text

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70

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 TRSE-00 USIA-15 PRS-01 OMB-01 DRC-01 /061 W

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R 171928Z DEC 73

FM AMEMBASSY SANTIAGO

TO SECSTATE WASDHDC 6895

UNCLAS SANTIAGO 6158

E.O.11652:N/A

TAGS: BEXP CI

SUBJ: FY 1974 COMMERCIAL PROGRAM

REF: STATE 234462

1. FOLLOWING COMMERCIAL ACTION PROGRAM HAS BEEN  
DISCUSSED AND CLEARED BY ALL INTERESTED PARTIES AT POST  
(CHARGE, ECONOMIC, AID, USIS, COMMERCIAL);

A. OBJECTIVE ONE: RAISE U.S. EXPORTS TO CHILE JANUARY-  
JUNE 1974 FORM HALF-YEAR 1973 LEVEL OF \$89.7 MILLION TO AT  
LEAST 30 PERCENT CHILEAN IMPORT REQUIREMENTS EXPECTED  
TO TOTAL \$800 MILLION FROM JANUARY-JUNE 1974.

ACTION ONE: BY JANUARY 15 COMPLETE DETAILED REVIEW AND REPORTING  
OF SHORT TO MEDIUM-TERM IMPORT NEEDS OF ORGANIZATIONS EXPECTED  
TO BE MAJOR IMPORTERS OF NON-AGRICULTURAL PRODUCTS.( FOR  
EXAMPLES SEE SANTIAGO TELEGRAMS 5119-GILDEMEISTER, 5263 - SERCO-  
METALES, 5591 - CODELCO, AND SANTIAGO A-219 - ENAP, A-228 - CAP.)

ACTION TWO: COOPERATE WITH AGRICULTURAL SECTION IN PROMOTING U.S.  
EXPORTS OF AGRICULTURAL COMMODITIES.

ACTION THREE: BY MARCH 31, DOCUMENTS  
IDENTICAL SURVEY OF HISTORICAL

TOTALS AND U.S. SHARES OF CHILEAN IMPORTS OF PRODUCTS OF U.S.  
TARGET INDUSTRIES TO IDENTIFY HIGHEST POTENTIALS FOR INCREASED  
U.S. EXPORTS.

ACTION FOUR: IMMEDIATELY SYSTEMATIZE FOLLOW-UP INVESTIGATION OF  
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REPORTED TRADE OPPORTUNITIES TO DETERMINE WHETHER SECOND EFFORT

IS REQUIRED.

B. OBJECTIVE TWO: RE-ESTABLISH WIDE LOCAL AWARENESS OF AND PREFERENCE FOR U.S. GOODS AND SERVICES.

ACTION ONE: EMBASSY WILL SHORTLY SUBMIT RECOMMENDATION THAT USG PLAN SIGNIFICANT TRADE PROMOTION EXHIBIT DURING 1974, ONE POSSIBILITY BEING U.S. PRESENCE AT AGRICULTURAL/INDUSTRIAL FAIR (FIFSA)

TO BE HELD IN LAST QUARTER 1974.

ACTION TWO: WITH USIS ASSISTANCE, RESUME PUBLICATION OF MONTHLY COMMERCIAL NEWSLETTER, FIRST ISSUE TO COME OUT IN JANUARY 1974.

ACTION THREE: COORDINATE WITH USIS NEW EFFORT TO PLACE NEWS OF U.S. PRODUCTS AND SERVICES IN LOCAL PRESS. IN THIS RESPECT WOULD BE HELPFUL IF COMMERCE PREPARED STORIES IN SPANISH FOR USE IN MANY LATIN AMERICAN MARKETS. MIGHT ALSO BE WORTHWHILE FOR COMMERCE TO PRODUCE SLICK EXPORT PROMOTION PERIODICAL IN SPANISH FOR DISTRIBUTION AT OVERSEAS POSTS.

ACTION FOUR: INVESTIGATE INCREASING AVAILABILITY OF COMMERCIAL INFORMATION IN BRANCH PUBLIC AFFAIRS OFFICES IN CONCEPCION AND VALPARAISO.

ACTION FIVE: MAXIMIZE EFFECTIVENESS OF COMMERCIAL LIBRARY THROUGH UPDATING OLDER CATALOGS, ORDERING NEW TITLES OF PARTICULAR INTEREST IN CHILE, AND IMPROVING LAY-OUT AND PRESENTATION OF MATERIALS.

C. OBJECTIVE THREE: SUBSTANTIALLY REDUCE NUMBER OF INVESTMENT AND LOAN DISPUTES INVOLVING U.S. COMPANIES TO MINIMIZE U.S. LEGISLATIVE AND PSYCHOLOGICAL RESTRAINTS TO BROADER TRADE AND SELECTIVE INVESTMENT.

ACTION ONE: CONTINUE FULL REPORTING OF GOC INITIATIVES AND INTENTIONS WITH REGARD TO FIRMS WITH U.S. INVESTMENT INTERVENED, REQUISITIONED OR EXPROPRIATED DURING PAST THREE YEARS.

ACTION TWO: IN EARLY 1974 GIVE PRIORITY EFFORT TO URGING GOC TO REPAY DEFAULTED LOANS TO U.S. LENDERS, SUCH AS BANK OF AMERICA.

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D. OBJECTIVE FOUR: DECREASE TIME SPENT ON ON-PRODUCTIVE AND MARGINAL ECONOMIC/COMMERCIAL ACTIVITIES.

ACTION ONE: PHYSICALLY INTEGRATE ECONOMIC/COMMERCIAL UNITS TO FACILITATE EXISTING WORK INTEGRATION.

ACTION TWO: DECREASE TIME SPENT WITH WALK-IN VISITORS TO AVERAGE OF ONE HALF HOUR.

ACTION THREE: PREPARE LIST OF LOCALLY-AVAILABLE TRANSLATOR AND  
SECRETARIAL SERVICES WHICH COULD BE USED BY VISITING U.S. BUSINESSMEN.

2. COMMENT: EMBASSY'S FY 1974 FINANCIAL PLAN SUPPLEMENTARY  
DATA SUBMITTED TO ARA ON DECEMBER 6, 1973 INCLUDED FOLLOWING:

NEWSLETTER	\$ 2000
ADDITIONAL TRAVEL	5000
EXPORT PROMOTION MATERIALS	500
REFURBISHING COMMERCIAL AREA	4000
TOTAL:\$	7000
THOMPSON	

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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